Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1.   (Currently Amended) A computer-implemented method comprising:

generating, at a server, ~~a morphing~~an expandable advertisement comprising: ~~including~~

_____a compact display format including an associated expansion icon and a link to a landing page,

_____an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays ~~and a reference to a network location for retrieving specified~~ the one or more associated content items ~~associated with each menu option~~ in the content portion, and

_____code that enables a client device ~~uses~~to transition between the expanded display format and the compact display format ~~morphing advertisement from the compact display format into the expanded display format~~ upon a user request ~~to display the expanded display format~~;

receiving a request for one or more advertisements related to a subject matter of interest to be presented with content associated with a publisher; and

delivering in a single transmission ~~at one time~~, from the server to a client ~~an end user~~ device, the ~~morphing~~expandable advertisement in response to the request to be presented with the content associated with the publisher~~, the morphing advertisement including the compact display format, the expanded display format, and the code~~,

wherein the generating, receiving, and delivering are performed by one or more computers.

2.   (Canceled)

3.   (Currently Amended) The computer-implemented method of claim 1 [[2]], wherein the content items comprise ~~additional information comprises~~ one or more images.

4. (Cancelled)

5. (Currently Amended) The computer-implemented method of claim 1, wherein at least one menu option comprises a link to ~~at least one other~~ one of the content ~~items~~item.

6. (Currently Amended) The computer-implemented method of claim 1, further comprising:

retrieving, ~~wherein~~ upon selection of one of the menu options, a ~~the~~ content item ~~specified in association~~ associated with the selected menu option ~~is retrieved~~.

7. (Currently Amended) The computer-implemented method of claim 6, wherein the retrieved content item ~~retrieved comprises content~~ is provided by or affiliated with a host entity that performs the ~~storing,~~ receiving and delivering steps.

8. (Currently Amended) The computer-implemented method of claim 1 [[2]], wherein one or more of the content items comprise ~~additional information comprises~~ an animation.

9. (Currently Amended) The computer-implemented method of claim 1 [[2]], wherein one or more of the content items ~~additional information comprises~~ comprise audio and/or video.

10. (Currently Amended) The computer-implemented method of claim 1, wherein the user request comprises a user selection of the expansion icon associated with the compact display format.

11. (Currently Amended) The computer-implemented method of claim 1, wherein the user request comprises a user selection of the ~~morphing~~ expandable advertisement when displayed in the compact display format.

12. (Previously Presented) The computer-implemented method of claim 1, wherein the user request comprises a preference specified by the user.

13.   (Previously Presented) The computer-implemented method of claim 1, further comprising:

storing a price parameter in association with one or more advertisements for certain performance by end users viewing the advertisements; and

upon receiving the request, determining the one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with a subject matter of interest.

14.   (Currently Amended) The computer-implemented method of claim 13, further comprising:

granting a ranking bonus to the ~~morphing~~ expandable advertisement in determining the one or more advertisements to deliver.

15.   (Previously Presented) The computer-implemented method of claim 13, wherein the determining step further comprises:

ranking the advertisements based on an effective revenue per impression determined based on bid amount and click-through-rate.

16.   (Previously Presented) The computer-implemented method of claim 15, further comprising:

granting a bonus for the ~~morphing~~expandable advertisement including taking an action causing a change to the effective revenue per impression for the ~~morphing~~expandable advertisement.

17.   (Previously Presented) The computer-implemented method of claim 16, wherein taking an action comprises:

enhancing the price parameter for the ~~morphing~~expandable advertisement.

18.   (Currently Amended) The computer-implemented method of claim 17, <u>further comprising:</u>

<u>charging</u> ~~wherein the~~ <u>an</u> advertiser <u>associated with the expandable advertisement</u> ~~is~~

~~charged~~ based on the price parameter but not the ~~increased~~ enhanced price parameter value when the ~~morphing~~expandable advertisement achieves one or more performance parameters.

19.   (Currently Amended) The computer-implemented method of claim 13, further comprising:

        charging ~~wherein the~~ an advertiser associated with the expandable advertisement ~~is charged~~ an increased amount for the ~~morphing~~expandable advertisement.

20.   (Currently Amended) The computer-implemented method of claim 13, further comprising:

        calculating an amount owed by an advertiser associated with an advertisement based on the advertisement meeting a performance parameter associated with the ~~morphing~~expandable advertisement.

21.   (Currently Amended) The computer-implemented method of claim 20, wherein the performance parameter is determined based on user activity associated with the ~~second~~ expanded display format.

22.   (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

23.   (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises the user request to view the expanded display format.

24.   (Previously Presented) The computer-implemented method of claim 21, wherein the user activity comprises a predetermined number of user selections of menu options, navigational links or other controls available in the expanded display format.

25.   (Cancelled)

26.   (Previously Presented) The computer-implemented method of claim 21, wherein the expanded display format comprises a graphic.

27.   (Currently Amended) The computer-implemented method of claim 26, wherein the code includes an instruction to preload a graphic associated with the expanded display format before the ~~an end~~ user request to display the expanded display format.

28.   (Currently Amended) The computer-implemented method of claim 1, wherein the expanded display format covers a different area in an interface of the client device~~end user system~~ than the compact display format.

29.   (Currently Amended) The computer-implemented method of claim 28, further comprising:

storing a price parameter value in association with the one or more advertisements when one of the advertisements ~~advertisement~~ meets one or more performance parameters ~~with respect to the end user~~;

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest; and

wherein the step of determining includes assessing whether to deliver the ~~morphing~~expandable advertisement based on the price parameter of the ~~morphing~~expandable advertisement, the price parameter value of at least one other advertisement and at least one area-based parameter.

30.   (Currently Amended) The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the expanded display format would cover upon the user request.

31.   (Currently Amended) The computer-implemented method of claim 30, further comprising:

delivering ~~wherein~~ the one or more advertisements ~~are delivered for display in a priority scheme and wherein the~~including the ~~morphing~~expandable advertisement, where the expanded display format of the expandable advertisement covers ~~may cover~~ one or more other advertisements, and where ~~by accepting an obligation to pay~~ the price parameter value

associated with the ~~morphing~~expandable advertisement includes ~~and~~ the price parameter value associated with each other advertisement that the ~~second~~ expanded display format covers.

32.   (Currently Amended) The computer-implemented method of claim 31, wherein ~~the morphing advertisement may cover one or more other advertisements by accepting an obligation to pay~~ the price parameter value associated with the ~~morphing~~expandable advertisement ~~and the price parameter value associated with each other advertisement that the second display format covers plus~~ includes a premium amount.

33.   (Currently Amended) The computer-implemented method of claim 1, further comprising:
        receiving an approval for ~~wherein~~ the compact and the expanded display formats ~~are approved~~ prior to being delivered.

34.   (Currently Amended) An apparatus comprising:
        a database system to perform operations comprising: ~~for~~
_____storing a plurality of advertisements associated with one or more subject matters of interest ~~to users~~, the plurality of advertisements comprising at least one ~~morphing~~expandable advertisement; and
        a server to perform ~~for performing~~ operations comprising:
        _____generating ~~a morphing~~an expandable advertisement comprising~~including~~:
_____a compact display format including an associated expansion icon and a link to a landing page,
_____an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays~~and a reference to a network location for retrieving specified~~ the one or more associated content items in the content portion~~associated with each menu option~~, and
_____code that enables a client device ~~uses~~ to transition between the expanded display format and the compact display format~~morphing advertisement from the compact display format into the expanded display format~~ upon a user request ~~to display the expanded display~~

~~format~~;

_____receiving a request for one or more advertisements related to a subject matter of interest to be presented with content associated with a publisher; and

_____delivering in a single transmission~~at one time~~ to a client device the ~~morphing~~expandable advertisement in response to the request to be presented with the content associated with the publisher~~, the morphing advertisement including the compact display format, the expanded display format, and the code~~.

35.   (Canceled)

36.   (Currently Amended) The apparatus of claim 34 ~~35~~, wherein the content items comprise ~~additional information comprises~~ one or more images or image references.

37.   (Currently Amended) The apparatus of claim 34 ~~35~~, wherein the content items comprise ~~additional information comprises menu options or~~ links that enable the user to request additional content.

38.   (Currently Amended) The apparatus of claim 34 ~~37~~, wherein the server performs operations further comprising:
_____retrieving ~~wherein upon selection of one of the menu options,~~ a ~~the~~ content item associated ~~specified in association~~ with ~~the selected~~ a menu option upon selection of the menu option~~is retrieved~~.

39.   (Currently Amended) The apparatus of claim 38, wherein the retrieved content item ~~retrieved comprises content~~ is provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

40.   (Currently Amended) The apparatus of claim 34 ~~35~~, wherein one or more of the content items comprise ~~the additional information comprises information~~ content of a type selected from a group consisting of animation, audio, and video.

41.   (Currently Amended) The apparatus of claim 34, wherein the ~~one or more~~ user request ~~requests~~ comprises a user selection of the expansion icon presented in association with the compact display format.

42.   (Currently Amended) The apparatus of claim 34, wherein the ~~one or more~~ user request ~~requests~~ comprises a user selection of the compact display format.

43.   (Currently Amended) The apparatus of claim 34, wherein the ~~one or more~~ user request ~~requests~~ comprises a preference specified by the user.

44.   (Currently Amended) The apparatus of claim 34, where the database system ~~further~~ performs operations further comprising:

~~a database system for~~ storing a price parameter value in association with one or more advertisements for various actions that can be taken by end users viewing the advertisements; and

determining ~~wherein, the advertising listing system~~, upon receiving the request for an advertisement, ~~determines~~ one or more advertisements to deliver based at least in part on the price parameter value associated with [[a]] the plurality of advertisements associated with the subject matters~~matter~~ of interest.

45.   (Currently Amended) The apparatus of claim 44, wherein the database system performs operations further comprising:

granting ~~advertising listing system grants~~ a bonus for ~~morphing~~ expandable advertisements in determining the one or more advertisements to deliver.

46.   (Currently Amended) The apparatus of claim 44, wherein the database system performs operations further comprising:

determining ~~advertising listing system determines~~ a ranking of the plurality of advertisements based on an effective revenue per impression .

47.   (Currently Amended) The apparatus of claim 46, wherein the database system performs operations further comprising:

        granting ~~advertising listing system grants~~ a bonus for ~~morphing~~an expandable advertisement~~advertisements~~ by changing ~~taking an action causing a change to the~~ an effective performance[[-]] rate for the ~~morphing~~expandable advertisement.

        48.   (Currently Amended) The apparatus of claim 47, wherein changing an effective performance rate ~~the action comprises~~ enhances ~~enhancing~~ the value for the ~~morphing~~expandable advertisement.

        49.   (Currently Amended) The apparatus of claim 48, wherein the database system performs operations further comprising:

        storing a charge to an advertiser associated with the expandable advertisement ~~is charged~~ based on the price parameter value but not the increased price parameter value when the ~~morphing~~expandable advertisement meets a performance parameter.

        50.   (Currently Amended) The apparatus of claim 34, wherein the database system performs operations further comprising:

        storing an increased charge to an advertiser associated with the expandable advertisement ~~is charged an increased amount~~ for a ~~morphing~~an expandable advertisement.

        51.   (Currently Amended) The apparatus of claim 34, where the database system ~~further~~ performs operations further comprising:

        calculating an amount owed by an advertiser associated with an advertisement ~~when certain~~ based on a performance measure of ~~by~~ the ~~morphing~~expandable advertisement ~~occurs~~.

        52.   (Currently Amended) The apparatus of claim 51, wherein the performance measure is ~~determined~~ based on user activity associated with the expanded display format.

        53.   (Currently Amended) The apparatus of claim 52, wherein the user activity occurs over ~~comprises~~ a predetermined period of time viewing the expanded display format.

        54.   (Previously Presented) The apparatus of claim 52, wherein the user activity comprises the user request to view the expanded display format.

55.   (Previously Presented) The apparatus of claim 52, wherein the user activity comprises a predetermined number of user selections of menu options available in the expanded display format.

56.   (Currently Amended) The apparatus of claim 34, wherein the code ~~include data sufficient to enable~~ enables the client device~~end user system~~ to display the contents of the expanded display format.

57.   (Previously Presented) The apparatus of claim 56, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before an end user request to display the expanded display format.

58.   (Currently Amended) The apparatus of claim 34, wherein the expanded display format covers a different area in an ~~of the user~~ interface of the client device than the compact display format.

59.   (Cancelled)

60.   (Currently Amended) The apparatus of claim 34, wherein the expanded display format covers a different location of an ~~the user~~ interface of the client device than the compact display format.

61.   (Currently Amended) The apparatus of claim 34, where the database system ~~further~~ performs operations further comprising:
        ~~a database system for~~ storing a price parameter value in association with one or more advertisements for various actions taken by end users viewing the advertisement; and
        determining~~wherein the advertising listing system~~, upon receiving a request for an advertisement, ~~determines~~ one or more advertisements to deliver based at least in part on the price parameter value associated with the [[a]] plurality of advertisements associated with the subject matters~~matter~~ of interest and an assessment whether to deliver ~~a morphing~~an expandable advertisement based on the price parameter value of the ~~morphing~~expandable advertisement and an area-based parameter.

62.   (Currently Amended) The apparatus of claim 61, wherein the area-based parameter comprises a price parameter associated with an advertisement that the ~~second~~ expanded display format would cover.

63.   (Currently Amended) The apparatus of claim 61, wherein the server performs operations further comprising:

delivering a plurality of advertisements ~~are delivered for display in a priority scheme and~~, including ~~wherein a~~ the ~~morphing~~expandable advertisement, where the expanded display format of the expandable advertisement covers ~~may cover~~ one or more other advertisements, and where ~~by accepting an obligation to pay~~ the price parameter value associated with the ~~morphing~~expandable advertisement includes ~~and~~ the price parameter value associated with each other advertisement that the expanded display format covers.

64.   (Currently Amended) The apparatus of claim 34, wherein the server performs operations further comprising:

requiring approval for the compact display format and expanded display format ~~formats~~ ~~are approved~~ prior to delivering the expandable advertisement ~~being delivered~~.

65.   (Currently amended) A computer-implemented method comprising:
generating at a server, ~~a morphing~~an expandable advertisement comprising ~~including~~:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu options, in response to a user selection, displays ~~and a reference to a network location for retrieving specified~~ the one or more associated content items ~~associated with each menu option~~ in the content portion, and [[a]]

code that enables ~~the end user system~~ a client device ~~uses~~ to transition between ~~the morphing advertisement from~~ the compact display format and ~~into~~ the expanded display format upon a user request ~~to display the expanded display format~~;

including the ~~morphing~~expandable advertisement in an electronic document, the

~~morphing~~expandable advertisement including the compact display format, the expanded display format, the code, and instructions for initially displaying the ~~morphing~~expandable advertisement in the electronic document in the compact display format; and

delivering ~~in a single transmission at one time~~, from the server to the client ~~end-user~~ device, the electronic document including the ~~morphing~~expandable advertisement,

wherein the generating, including, and delivering are performed by one or more computers.

66.   (Canceled)

67.   (Currently Amended) The computer-implemented method of claim 65, wherein the content items comprise ~~additional information comprises information~~ content selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

68.   (Previously Presented) The computer-implemented method of claim 65, wherein the user request comprises selection of a control mechanism presented as part of the compact display format.

69.   (Previously Presented) The computer-implemented method of claim 65, wherein the user request comprises a user selection of the compact display format.

70.   (Previously Presented) The computer-implemented method of claim 65, wherein the request comprises a preference specified by the user.

71.   (Currently Amended) The computer-implemented method of claim 65, wherein the code ~~includes data sufficient to enable~~ enables the client device~~end-user system~~ to display the contents of the expanded display format.

72.   (Currently Amended) The computer-implemented method of claim 71, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before the ~~an end~~user request to display the expanded display format ~~and~~

~~further comprising the step of preloading the graphic prior to receiving a request to display the expanded display format~~.

73.   (Currently Amended) The computer-implemented method of claim 65, wherein the expanded display format covers more area in an interface of the <u>client device</u>~~end user system~~ than the compact display format.

74.   (Currently Amended) The computer-implemented method of claim 65, wherein the expanded display format covers one or more other advertisements in an interface of the <u>client device</u>~~end user system~~.

75.   (Currently Amended) The computer-implemented method of claim 65, wherein the <u>compact</u> ~~first~~ and <u>expanded</u>~~second~~ display formats are approved prior to being delivered.

76.   (Currently Amended) A processor-readable <u>storage device</u>~~medium comprising~~ <u>storing instructions, which, when executed by a processor, cause the processor to perform operations comprising</u> ~~code for instructing a system to display a morphing advertisement in an electronic document, processor-readable medium comprising code for instructing a processor to~~ :
        <u>generating</u> ~~generate~~ at a server, ~~a morphing~~<u>an expandable</u> advertisement <u>comprising</u>~~including~~:
        _____<u>a compact display format including an associated expansion icon</u> <u>and a link to a landing page</u>,
        _____an expanded display format comprising <u>the link to the landing page, a content portion, one or more content items, and</u> one or more menu options <u>associated with one or more respective content items, where each menu option, in response to a user selection, displays</u>~~and a reference to a network location for retrieving specified~~ <u>the one or more associated</u> content <u>items</u> ~~associated with each menu option~~<u>in the content portion</u>, and
        _____[[a]] code <u>that enables a client device</u> ~~an end user system uses~~ to transition between <u>the morphing advertisement from</u> the compact display format <u>and</u> ~~into~~the expanded display format upon a user request ~~to display the expanded display format~~;
        <u>including</u> ~~include~~the ~~morphing~~<u>expandable</u> advertisement in an electronic document, the

~~morphing~~expandable advertisement including the compact display format, the expanded display

format, the code, and instructions for initially displaying the electronic document in the compact

display format; and

delivering, ~~in a single transmission~~deliver at one time, from the server to the client ~~end~~

~~user~~device, the electronic document including the ~~morphing~~expandable advertisement~~, wherein~~

~~the generating, including, and delivering are performed by one or more computers~~.

77.   (Canceled)

78.   (Currently Amended) The processor-readable ~~medium~~storage device of claim 76,

wherein the content items comprise ~~additional information comprises information~~ content

selected from a group consisting of one or more images, one or more menu options, one or more

animations, one or more videos, and one or more audio elements.

79.   (Currently Amended) The processor-readable ~~medium~~storage device of claim 76,

wherein the user request comprises a user selection of an expansion icon presented as part of the

compact display format.

80.   (Currently Amended) The processor-readable ~~medium~~storage device of claim 76,

wherein the user request comprises a mouse-over of the compact display format.

81.   (Currently Amended) The processor-readable ~~medium~~storage device of claim 76,

wherein the expanded display format comprises a graphic and wherein the code is configured to

preload ~~further comprises preloading~~ the graphic prior to receiving a request to display the

~~second~~expanded display format.

82.   (Currently Amended) The processor-readable ~~medium~~storage device of claim 76,

wherein the expanded display format covers more area in an interface of the client device ~~end~~

~~user system~~than the compact display format.

83. (Currently Amended) The processor-readable ~~medium~~storage device of claim 76 wherein the expanded display format covers one or more other advertisements in an interface of the client device~~end user system~~.

84. (Withdrawn) A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:

storing a plurality of advertisements associated with one or more subject matters of interest to users;

storing at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;

receiving a request for one or more advertisements related to a subject matter of interest; and

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

85. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the size of advertisement requested.

86. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the number of advertisements requested.

87. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the location of advertisement requested.

88. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

89. (Withdrawn) The computer-implemented method of claim 88 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

90. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

91. (Withdrawn) The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

92. (Withdrawn) The computer-implemented method of claim 84 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

93. (Withdrawn) The computer-implemented method of claim 84 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

94. (Withdrawn) An apparatus for delivering advertising in an electronic document comprising:

a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users and at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; and

an advertising listing system that receives a for one or more advertisements related to a subject matter of interest and determines one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

95. (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the size of advertisement requested.

96.   (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the number of advertisements requested.

97.   (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the location of advertisement requested.

98.   (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

99.   (Withdrawn) The apparatus of claim 98 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

100.   (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

101.   (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

102.   (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

103.   (Withdrawn) The apparatus of claim 94 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

104.   (Withdrawn) An apparatus for enabling an advertiser to provide inputs for a morphing advertisement comprising:

an input module for providing an interface through which an advertiser user may input data for a first and second display format for a morphing advertisement, the interface receiving. data including at least one URL for the first display format and at least one image for the second display format; and

a database system for storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

105. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

106. (Withdrawn) The apparatus of claim 105 wherein the corresponding destination comprises a web page.

107. (Withdrawn) The apparatus of claim 106 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

108. (Withdrawn) The apparatus of claim 104 wherein the interface enables an advertiser user to provide data related to contact information.

109. (Withdrawn) A computer-implemented method for enabling an advertiser to provide inputs for a morphing advertisement comprising the steps of:

receiving from an advertiser user data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

110. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to at least one menu title and at least one corresponding destination.

111. (Withdrawn) The computer-implemented method of claim 109 wherein the corresponding destination comprises a web page.

112. (Withdrawn) The computer-implemented method of claim 109 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

113. (Withdrawn) The computer-implemented method of claim 109 further comprising the step of receiving data relating to contact information.

114. (Withdrawn) An interface for enabling an advertiser to provide inputs for a morphing advertisement comprising:

at least one input field through which an advertiser user may input data for a first display format for a morphing advertisement including at least one URL for the first display format; and at least one input field through which an advertiser may input data for a second display format for a morphing advertisement including data related to at least one image.

115. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

116. (Withdrawn) The interface of claim 115 wherein the corresponding destination comprises a web page.

117. (Withdrawn) The interface of claim 116 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

118. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide data related to contact information.